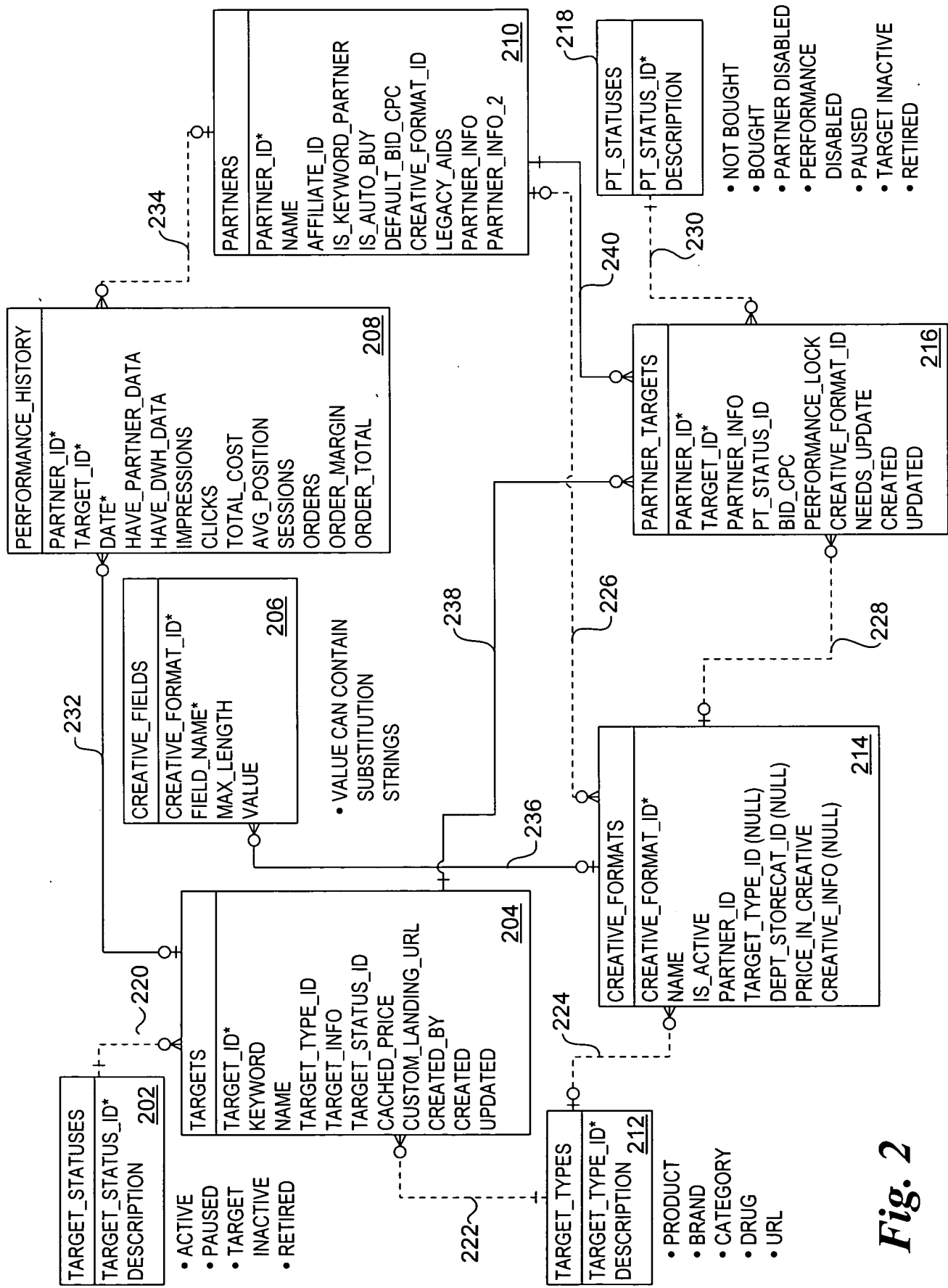
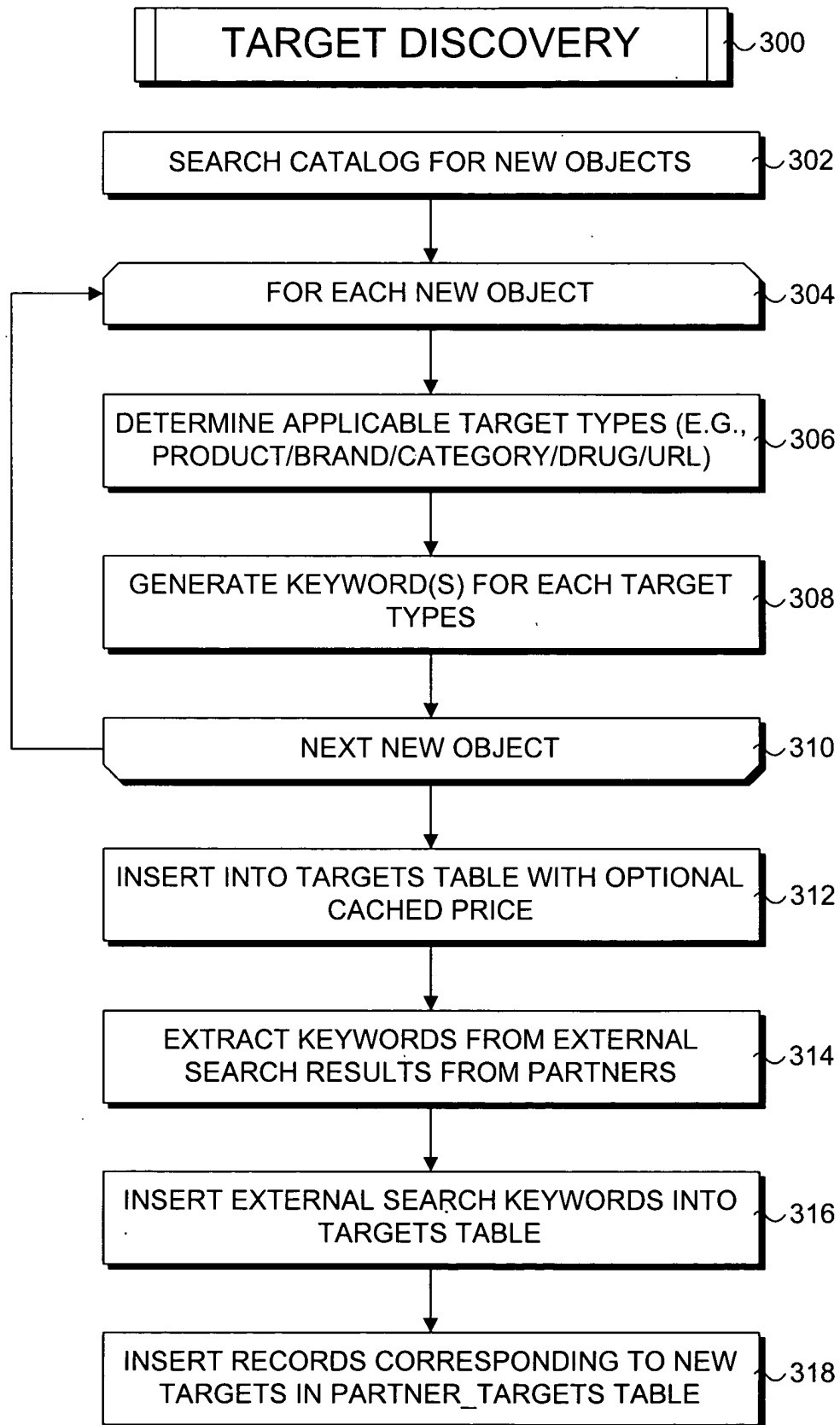


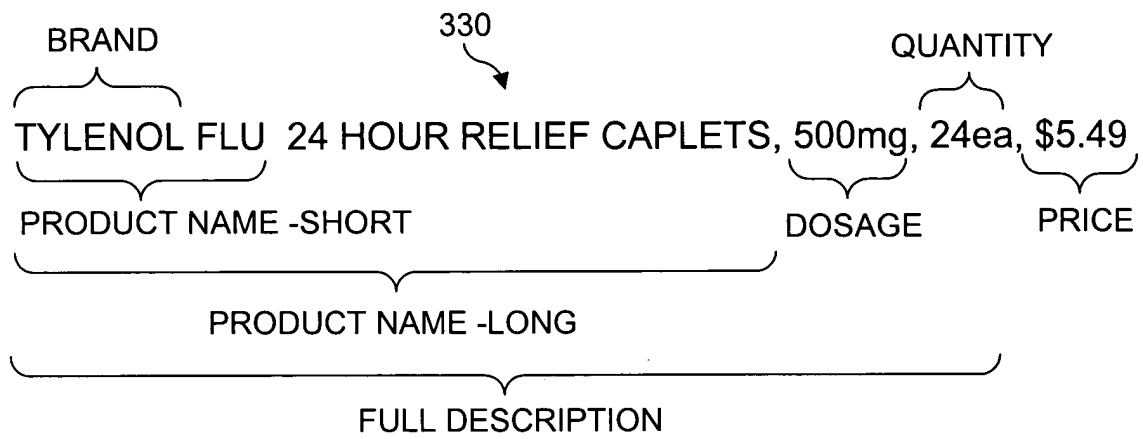
**Fig. 1**



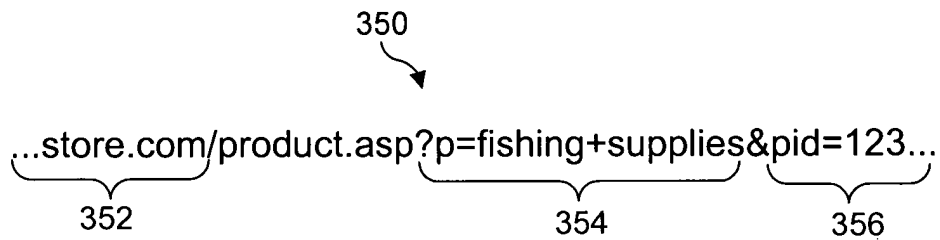
**Fig. 2**



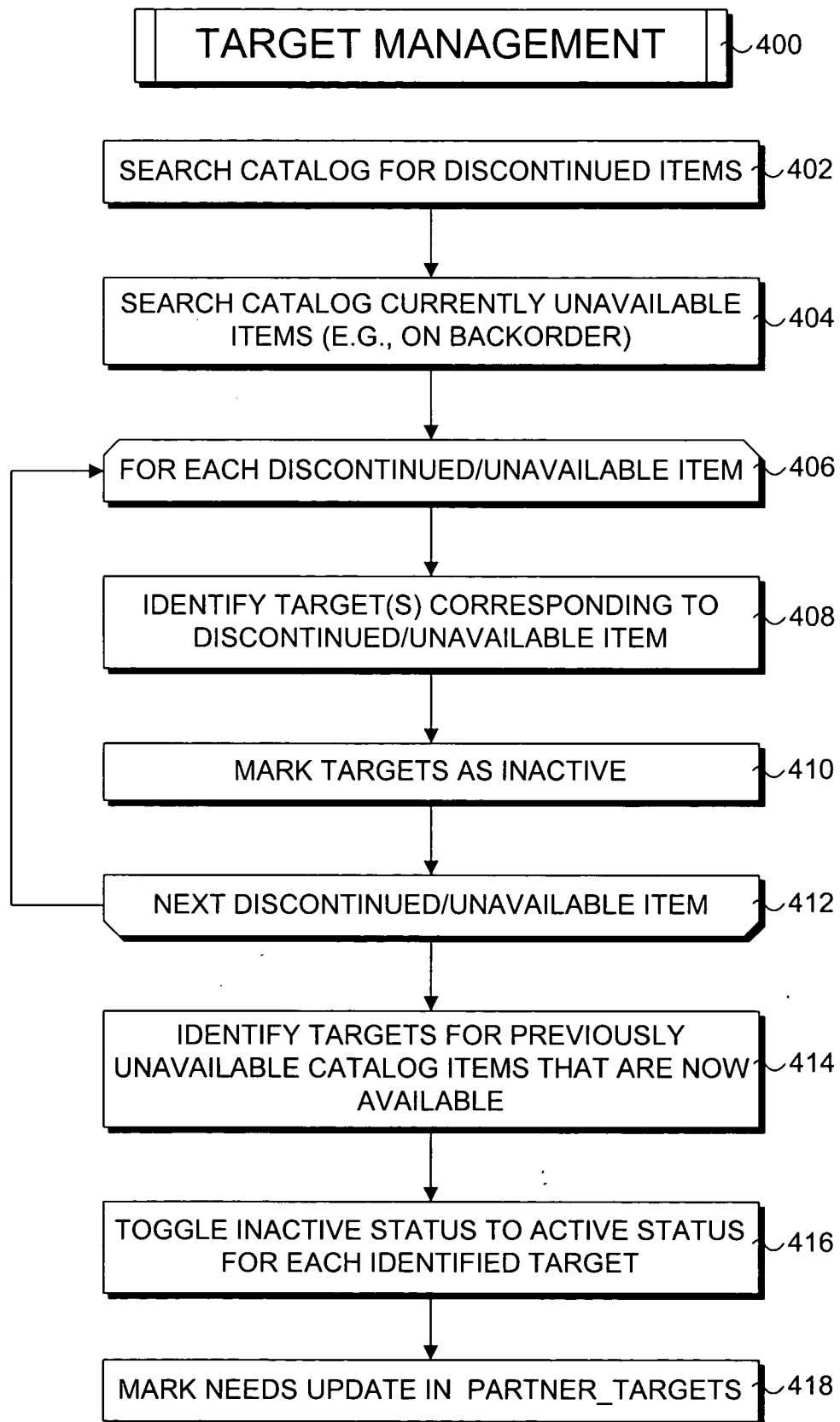
*Fig. 3a*



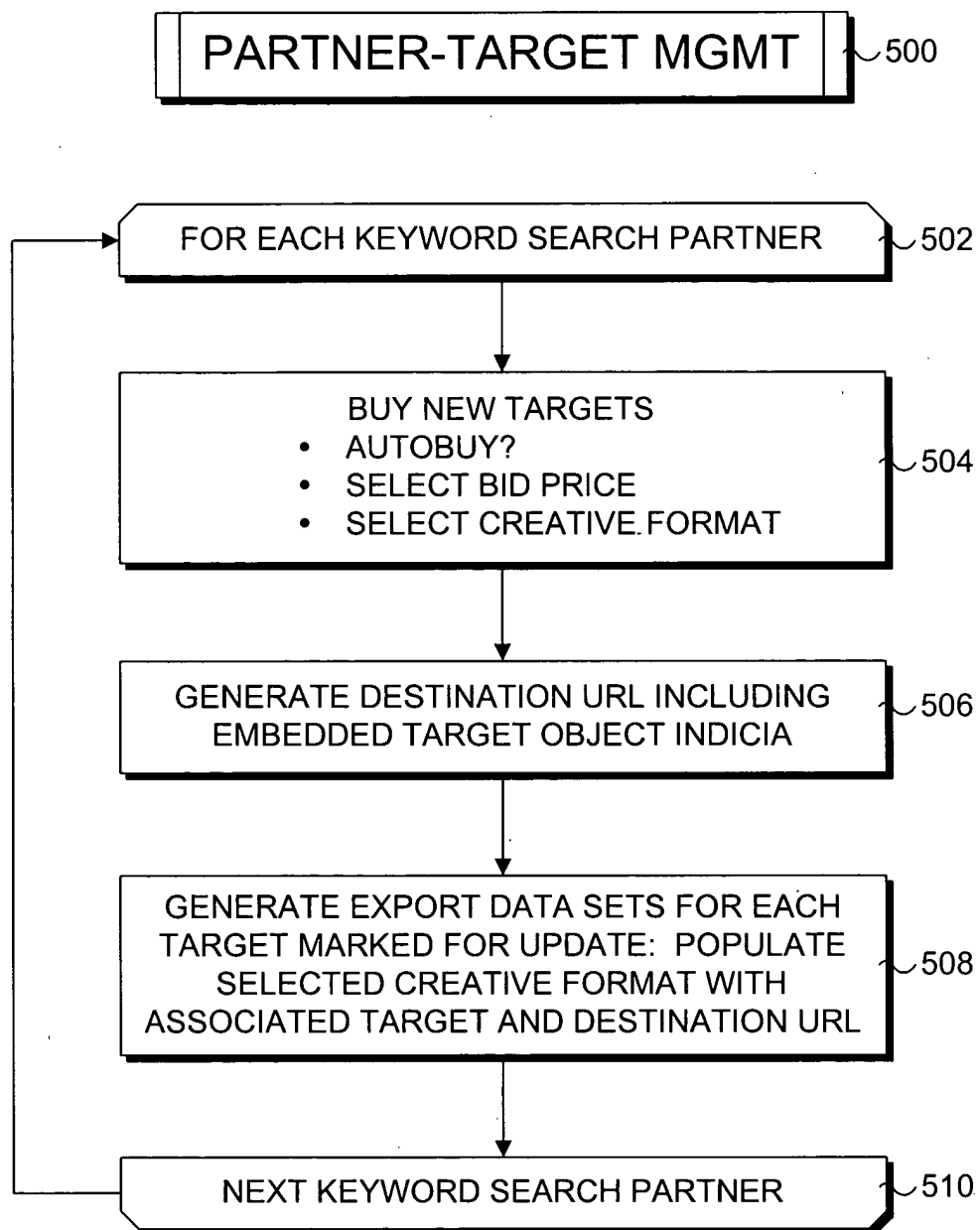
***Fig. 3b***



***Fig. 3c***



**Fig. 4**



*Fig. 5a*

Field	Max Length	Value
description1	35	Discover Beauty.com. Shop Prestige
description2	35	Brands & Top Sellers. Ships Free
displayurl	35	www.beauty.com
headline	25	Buy {{name}}
headline-1	25	{{name}}
headline-2	25	Buy it at beauty.com

550B

**Fig. 5b**

	552 (TYP)	554 (TYP)	556 (TYP)
558	Field	Max Length	Value
558	description1	35	Private Shopping & Trusted Source
560	description2	35	Low Prices, Ships Free w/ \$49 spend
562	displayurl	35	www.sexual-well-being.com
564	headline	25	Buy {{name}} - Great Deal
564	headline-1	25	{{name}} - {{price}}
564	headline-2	25	{{name}}
	headline-3	25	Buy it at drugstore.com

550C

**Fig. 5c**

Field	Max Length	Value
description1	35	In Stock & Priced to Sell. Free
description2	35	Ship available. Supplies Limited
displayurl	35	www.drugstore.com
headline	25	Buy {{name}} - Great Deal
headline-1	25	{{name}} - {{price}}
headline-2	25	{{name}}
headline-3	25	Buy it at drugstore.com

550D

**Fig. 5d**

Field	Max Length	Value
description1	35	Discover Beauty.com. Shop Prestige
description2	35	Brands & Top Sellers. Ships Free
displayurl	35	www.beauty.com
headline	25	Buy {{name}} Cosmetics
headline-1	25	Buy {{name}}
headline-2	25	{{name}}
headline-3	25	Buy it at beauty.com

550E

**Fig. 5e**

Field	Max Length	Value
description1	35	See our Price-Match Guarantee
description2	35	Nearly 4 Million Customers
displayurl	35	www.drugstore.com/strivectin
headline	25	Strivectin Ships For Free

550F

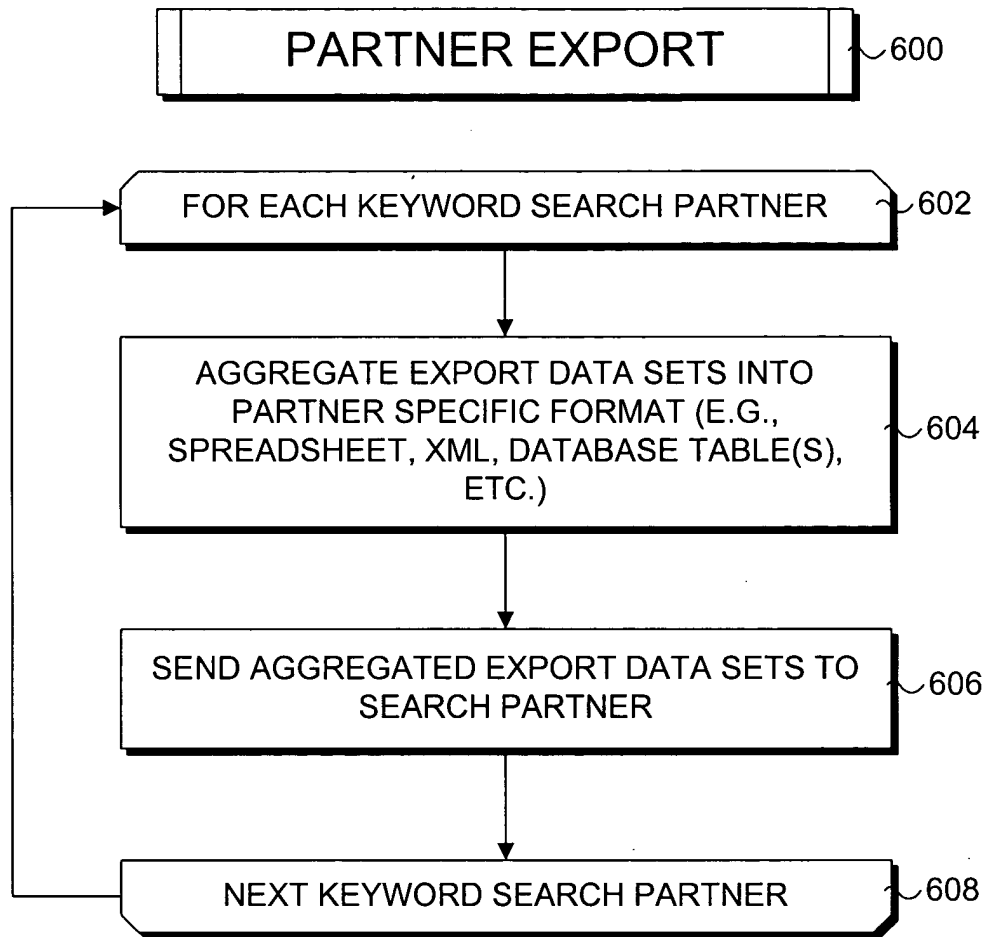
**Fig. 5f**

Field	Max Length	Value
description1	35	Low Prices on Top Selling Brands
description2	35	Shop with a Trusted Online Store
displayurl	35	www.drugstore.com
headline	25	Buy {{keyword}}
headline-1	25	{{keyword}}
headline-2	25	Buy it at drugstore.com

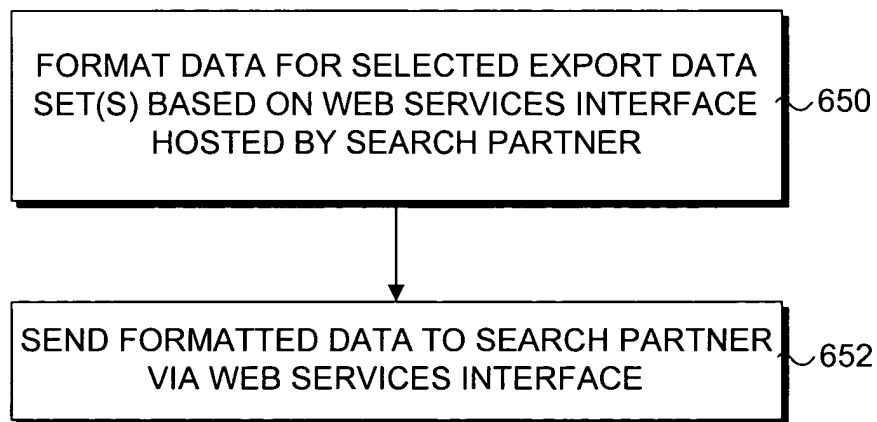
550G

**Fig. 5g**

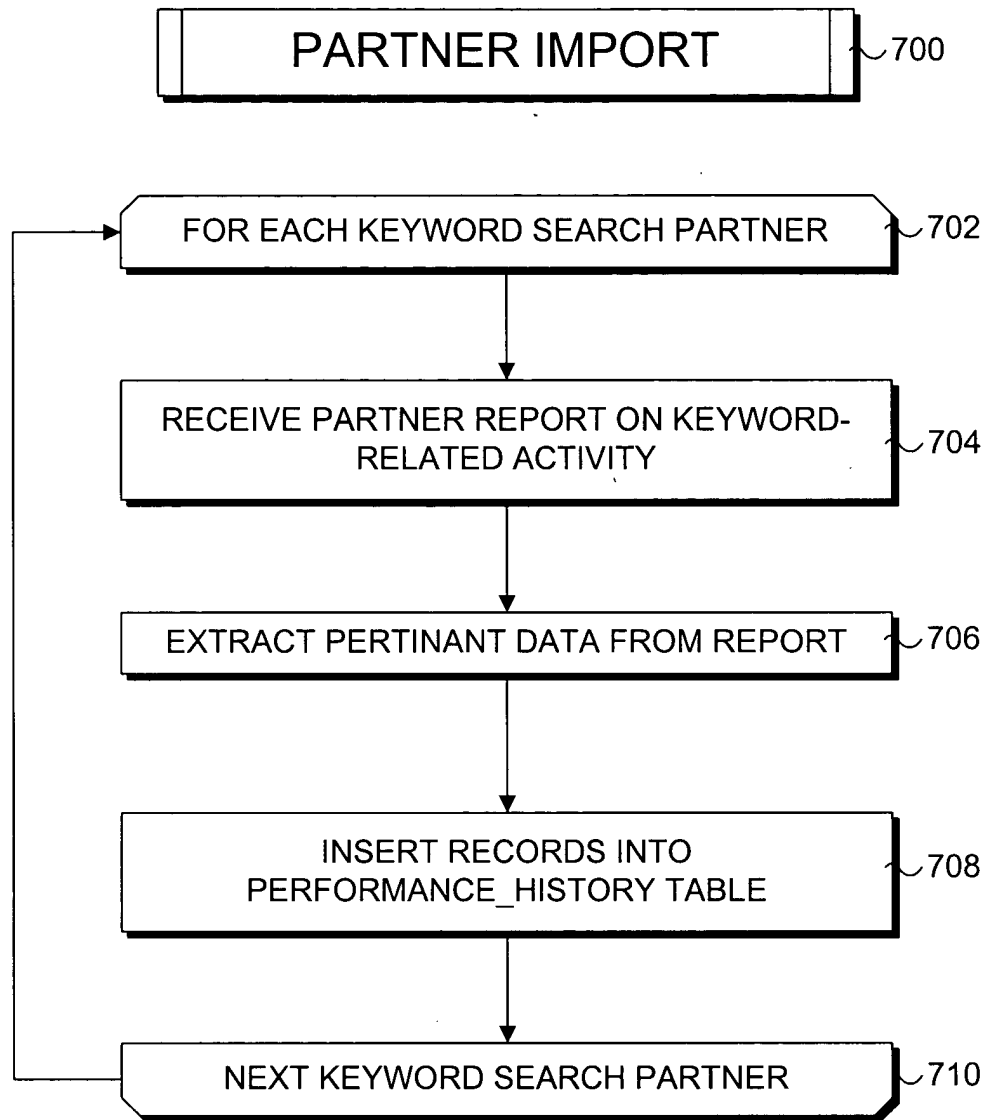




*Fig. 6a*



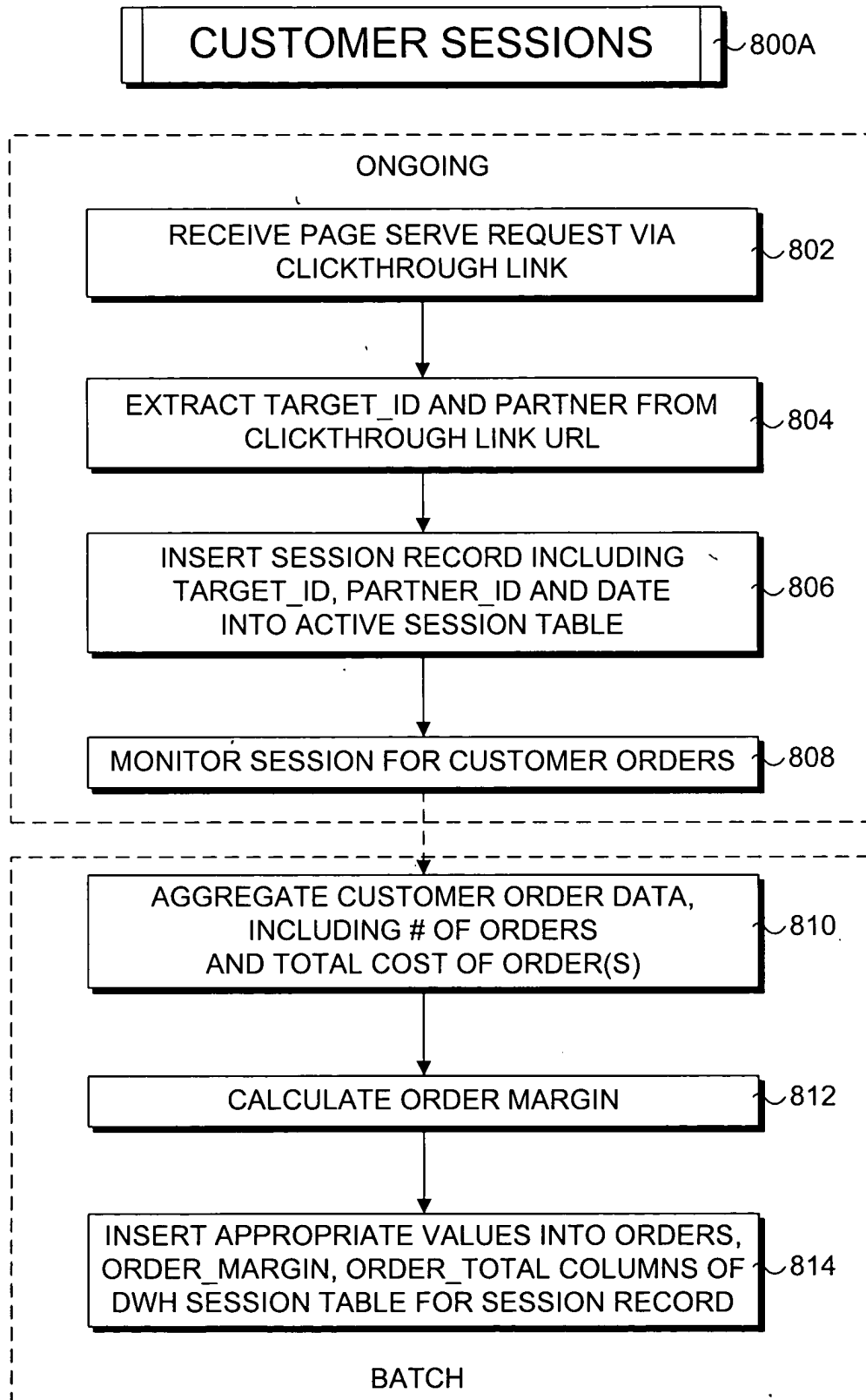
*Fig. 6b*



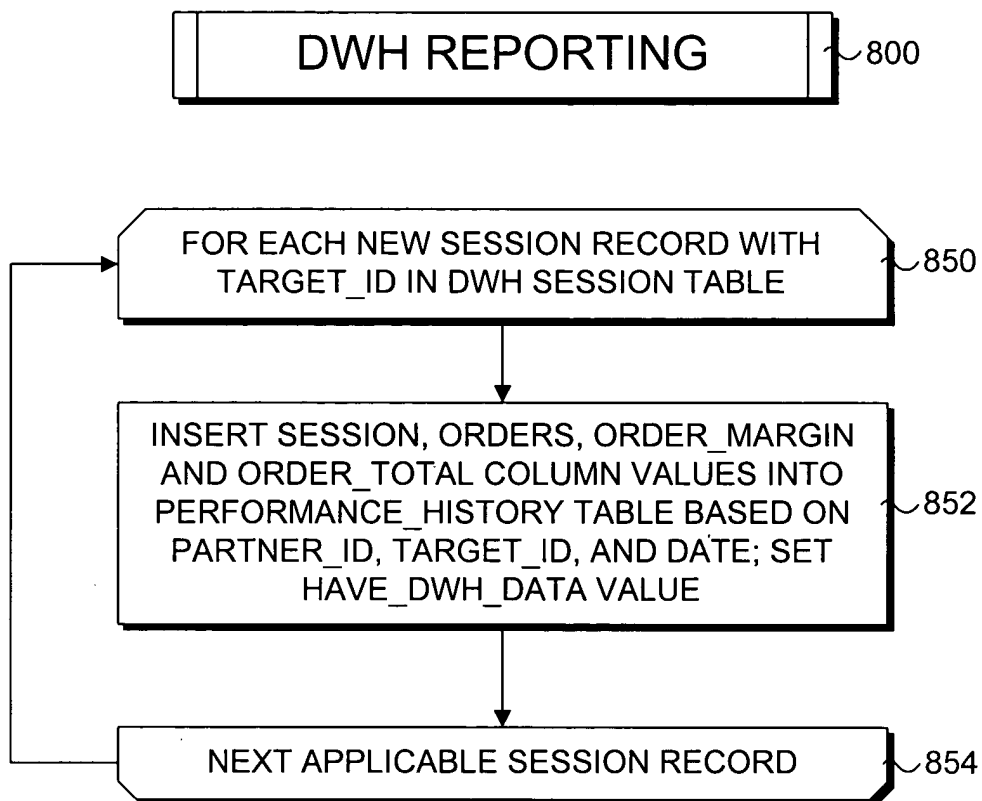
*Fig. 7a*

ATTRIBUTE	VALUE
Date	9/29/2003
Campaign	XSP1
Ad Group	AG7
Keyword	strivectin sd
Keyword Status	Active
Headline	Strivectin - Lowest Price
Description Line 1	Ships for Free, Your Trusted Source
Description Line 2	drugstore.com millions of customers
Display URL	www.drugstore.com
Destination URL	http://www.drugstore.com/user/promo.asp?code=198E01AB&aid=336064&aparam=xsp39795
Maximum CPC	\$1.85
Impressions	125
Clicks	20
Cost	\$26.03
Avg Position	0.9

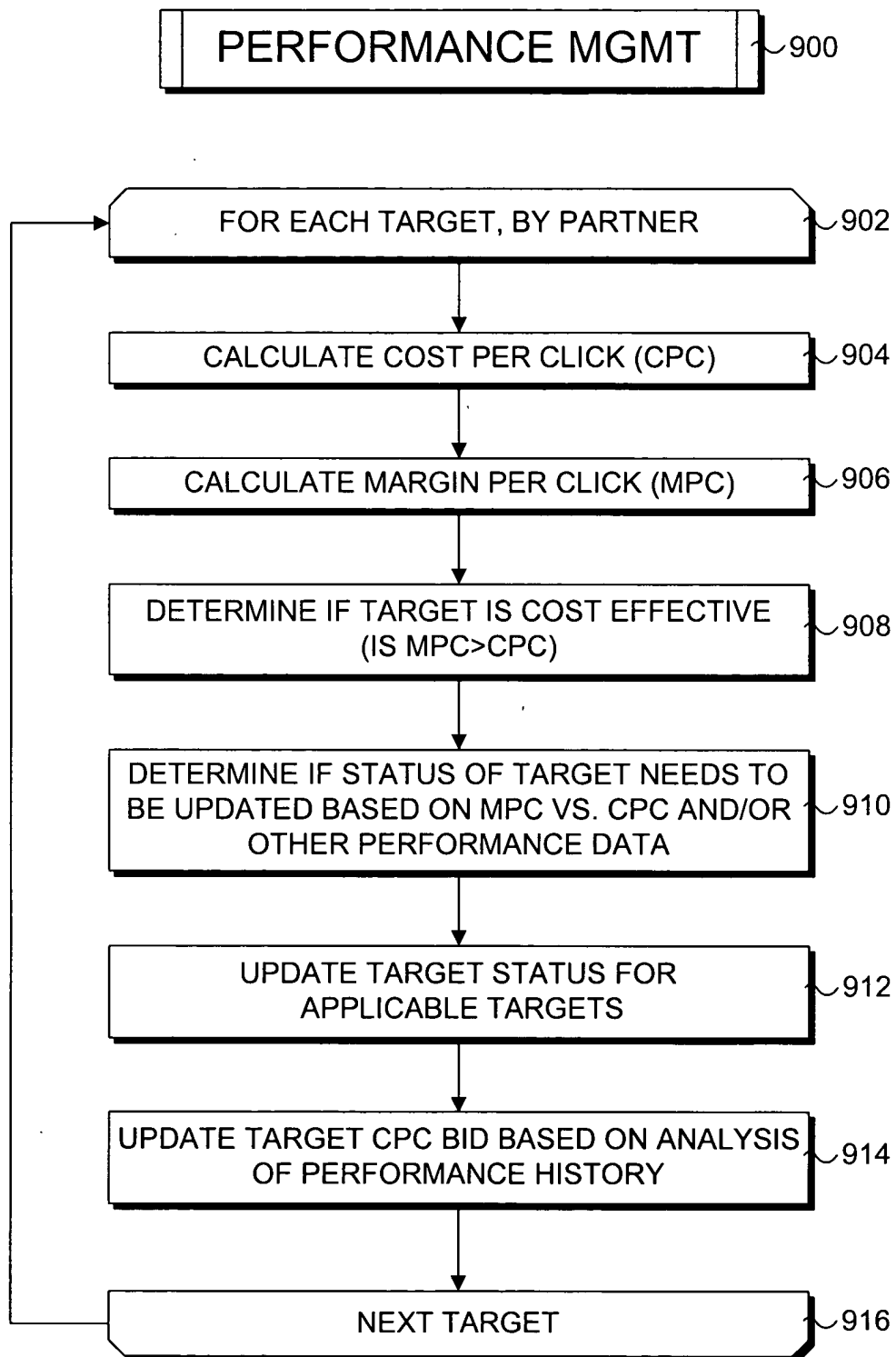
***Fig. 7b***



*Fig. 8a*

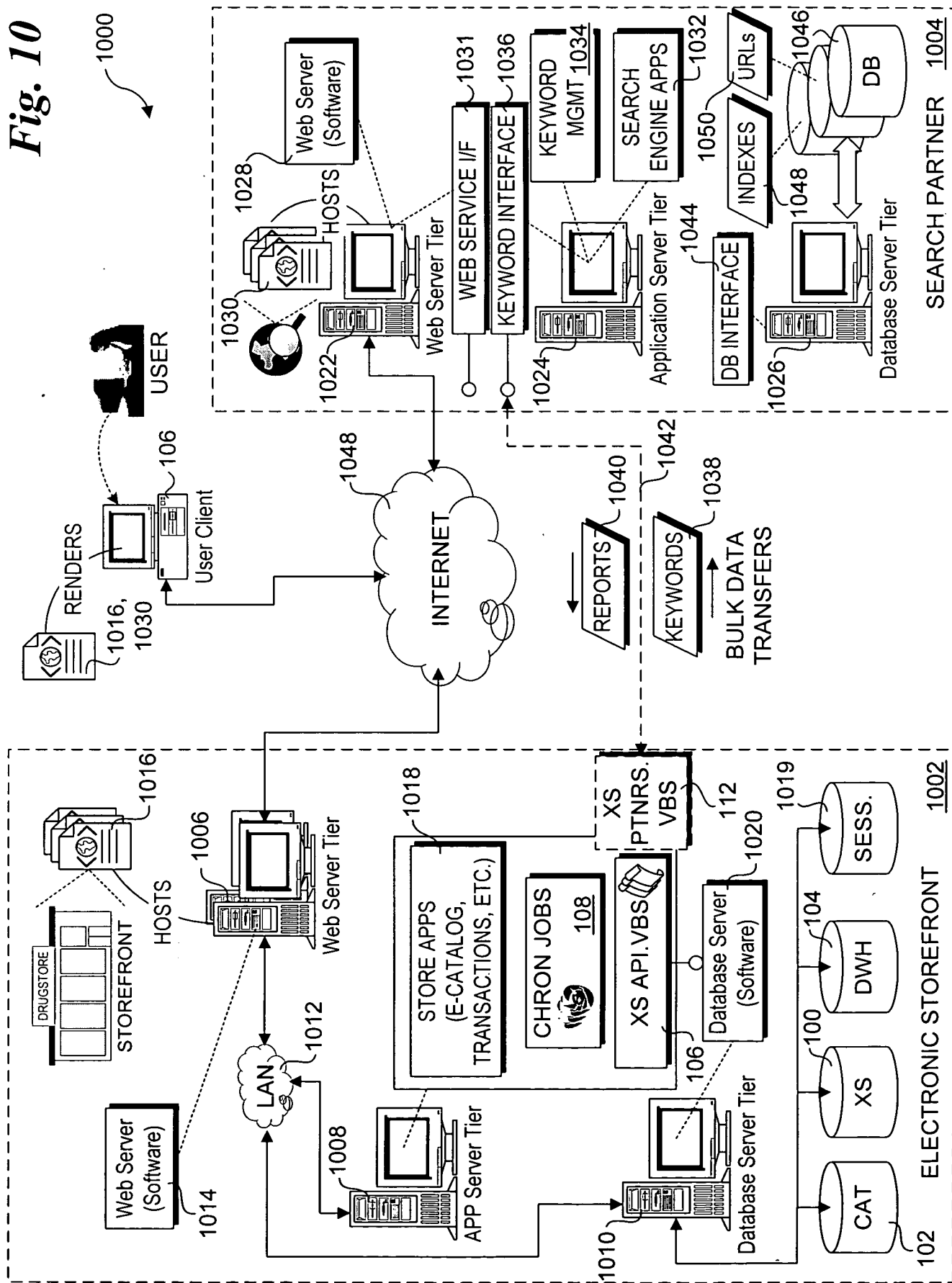


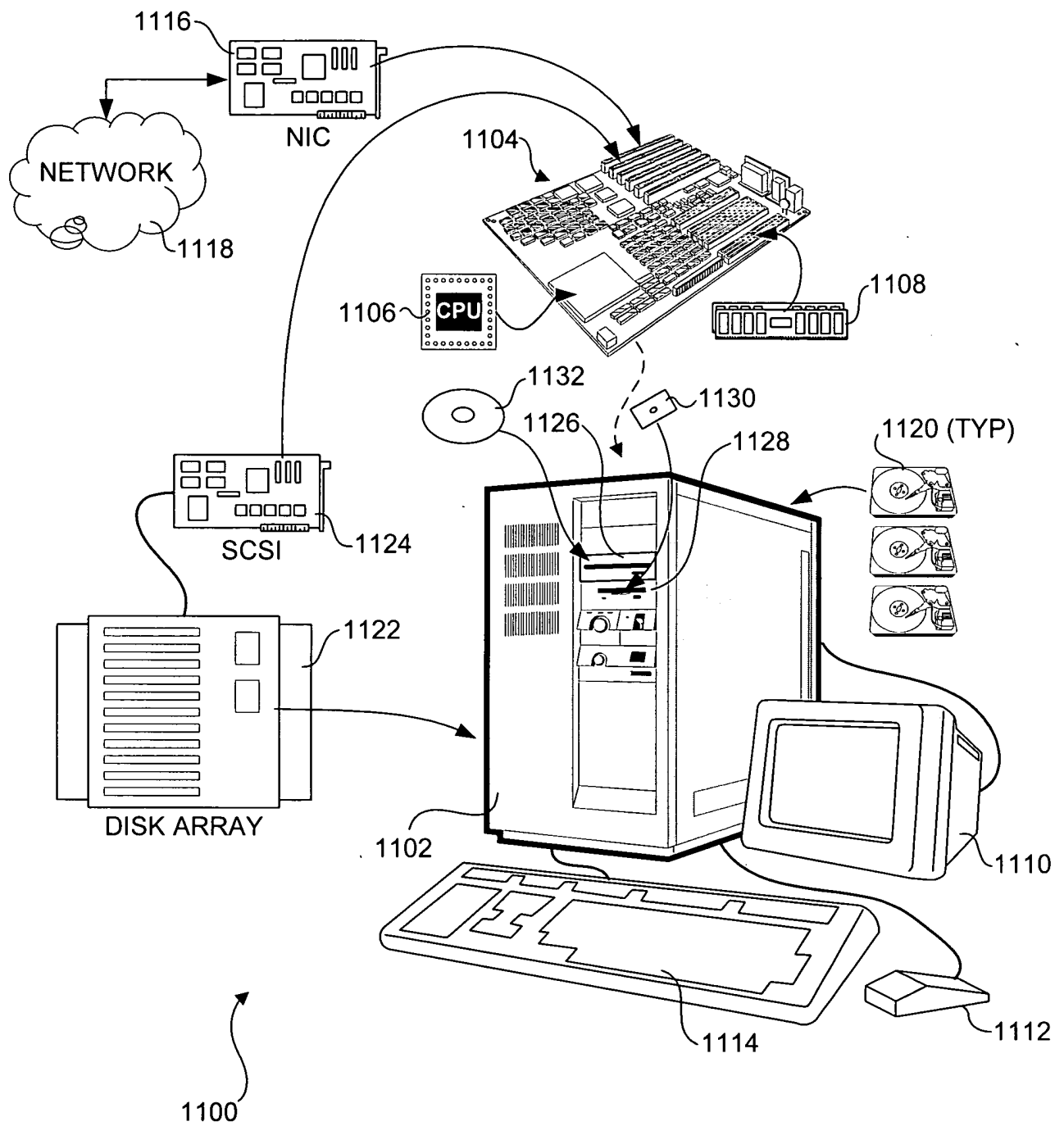
***Fig. 8b***



**Fig. 9**

1000





**Fig. 11**